

**ORIGINAL****FILED**

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CLERK, U.S. DISTRICT COURT  
SOUTHERN DISTRICT OF CALIFORNIA

BY:

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9 Attorneys for Plaintiff  
 10 SPY OPTIC, INC.

11 IN THE UNITED STATES DISTRICT COURT  
 12 FOR THE SOUTHERN DISTRICT OF CALIFORNIA

13 SPY OPTIC, INC., a California corporation,

14 Plaintiff

15 vs.

16 JAY-Y ENTERPRISE CO., INC., a  
 17 California corporation; 7-ELEVEN, INC., a  
 18 Texas corporation; and DOES 1 through 5,  
 19 inclusive

20 Defendants

Case No.

**08 CV 1508 BEN LSP**

21 **COMPLAINT FOR PATENT  
 22 INFRINGEMENT OF U.S.  
 23 PATENT NOS.**

1. D534,573
2. D564,570
3. D557,730

24 DEMAND FOR JURY TRIAL

25 **COMPLAINT**

26 Plaintiff, Spy Optic, Inc., for its Complaint against Jay-Y Enterprise Co., Inc.  
 27 and 7-Eleven, Inc. states and alleges as follows:

28 **PARTIES**

1. Plaintiff, Spy Optic, Inc. (hereinafter "Spy Optic" or "Plaintiff") is a  
 corporation organized and existing under the laws of the state of California, and

CP

1 having a principal place of business at 2070 Las Palmas Drive, Carlsbad, California  
2 92009.

3 2. Upon information and belief, Defendant Jay-Y Enterprise Co., Inc. is a  
4 corporation organized and existing under the laws of the state of California  
5 (hereinafter "Jay-Y"), and having a principal place of business at 632 New York  
6 Drive, Pomona, California 91768.

7 3. Upon information and belief, Defendant 7-Eleven, Inc. is a corporation  
8 organized and existing under the laws of the state of Texas (hereinafter "7-11"), and  
9 having a principal place of business at 1722 Routh Street, Suite 1000, Dallas, Texas  
10 75201.

11 4. The true names and capacities of the Defendants named herein as DOES  
12 1 through 5, whether individual, corporate, associate, or otherwise, are unknown to  
13 Plaintiff, who therefore sues said Defendants by said fictitious names. Plaintiff is  
14 informed and believes, and thereon alleges, that each of the Defendants designated  
15 herein as DOE is legally responsible for the events and happenings hereinafter  
16 alleged and legally caused injury and damages proximately thereby to Plaintiff as  
17 herein alleged. Plaintiff will seek leave to amend the Complaint when the true names  
18 and capacities of said DOE Defendants have been ascertained. Jay-Y, 7-11 and  
19 DOES 1 through 10 are hereinafter collectively referred to as "Defendants."

20 5. Plaintiff is informed and believes, and on that basis alleges, that each of  
21 the Defendants participated in and is in some manner responsible for the acts  
22 described in this Complaint and any damages resulting therefrom.

23 6. Plaintiff is informed and believes, and on that basis alleges, that each of  
24 the Defendants has acted in concert and participation with each other concerning each  
25 of the claims in this Complaint.

26 7. Plaintiff is informed and believes, and on that basis alleges, that each of  
27 the Defendants were empowered to act as the agent, servant and/or employees of each  
28 of the other Defendants, and that all the acts alleged to have been done by each of

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1 them were authorized, approved, and/or ratified by each of the other Defendants.

## 2 JURISDICTION AND VENUE

3 8. This action, as hereinafter more fully appears, arises under the patent  
4 laws of the United States of America (35 U.S.C. §§ 101 *et seq.*), and is for patent  
5 infringement. Jurisdiction for all counts is based upon 28 U.S.C. §§1331, 1338(a).

6 9. Venue is proper under 28 U.S.C. §§1391(b) and (c) as Defendants reside  
7 in this judicial district and have committed acts of infringement in this judicial  
8 district.

## 9 BACKGROUND OF THE CONTROVERSY

10 10. Plaintiff is the owner of all right, title and interest in and to United States  
11 Design Patent No. D534,573 entitled "Sunglass" (hereinafter "the '573 patent"). A  
12 true and correct copy of the '573 patent is attached hereto as Exhibit 1. The '573  
13 patent was duly and lawfully issued on January 2, 2007 and is presently valid and in  
14 full effect.

15 11. Plaintiff is the owner of all right, title and interest in and to United States  
16 Design Patent No. D564,570 entitled "Sunglass" (hereinafter "the '570 patent"). A  
17 true and correct copy of the '570 patent is attached hereto as Exhibit 2. The '570  
18 patent was duly and lawfully issued on March 18, 2008 and is presently valid and in  
19 full effect.

20 12. Plaintiff is the owner of all right, title and interest in and to United States  
21 Design Patent No. D557,730 entitled "Sunglass" (hereinafter "the '730 patent"). A  
22 true and correct copy of the '730 patent is attached hereto as Exhibit 3. The '730  
23 patent was duly and lawfully issued on December 18, 2007 and is presently valid and  
24 in full effect. (The '573, '570 and '730 patents hereinafter collectively referred to as  
25 the "patents-in-suit").

26 13. Upon information and belief, Defendants have been and are infringing  
27 the patents-in-suit within this district and elsewhere in the United States by making,  
28 using, selling, importing, distributing and/or offering for sale products that infringe

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1 the claims of the patents-in-suit.

2 14. On June 2, 2008, Plaintiff put Defendants Jay-Y and 7-11 on formal  
3 notice of the infringing products and one of Plaintiff's patents. A true and correct  
4 copy of this letter is attached hereto as Exhibit "4".

5 15. After such notice, it is believed that Defendants still continue to infringe  
6 the patents-in-suit within this district and elsewhere in the United States by making,  
7 using, selling, importing, distributing and/or offering for sale products that infringe  
8 the claims of the patents-in-suit.

9 16. Defendants infringing products are identified as the Biohazard 6656,  
10 Biohazard 6645, LOCS 9018, and Biohazard 6636. A copy of Defendants products  
11 are attached hereto as Exhibit "5", respectively.

### 12 **FIRST CLAIM FOR RELIEF**

#### 13 **(Patent Infringement of U.S. Patent No. D534,573)**

14 17. Plaintiff realleges and repeats the allegations of paragraphs 1-16 above.

15 18. Plaintiff is the owner of all right, title and interest in and to United States  
16 Design Patent No. D534,573 entitled "Sunglass" (hereinafter "the '573 patent"). A  
17 true and correct copy of the '573 patent is attached hereto as Exhibit 1. The '573  
18 patent was duly and lawfully issued on January 2, 2007 and is presently valid and in  
19 full effect.

20 19. Upon information and belief, Defendants have been and are infringing  
21 the '573 patent within this district and elsewhere in the United States by making,  
22 using, selling, importing, distributing and/or offering for sale products that infringe  
23 the claims of the '573 patent.

24 20. Upon information and belief, by the acts of patent infringement herein  
25 complained of, the Defendants have made substantial profits to which they are not  
26 equitably entitled.

27 21. By reason of the aforementioned acts of the Defendants, the Plaintiff has  
28 suffered great detriment in a sum which exceeds this Court's jurisdictional amount,

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1 but which cannot be ascertained at this time.

2 22. Upon information and belief, Defendants continue to infringe Plaintiff's  
3 '573 patent, and will continue to infringe Plaintiff's '573 patent, and will continue to  
4 infringe Plaintiff's patents-in-suit to Plaintiff's irreparable harm, unless enjoined by  
5 this Court.

6 23. Upon information and belief, Defendants' were aware of the patents-in-  
7 suit and the past and continuing infringement of the '573 patent by Defendants are  
8 willful, entitling Plaintiff to enhanced damages.

9 **SECOND CLAIM FOR RELIEF**

10 **(Patent Infringement of U.S. Patent No. D564,570)**

11 24. Plaintiff realleges and repeats the allegations of paragraphs 1-23 above.

12 25. Plaintiff is the owner of all right, title and interest in and to United States  
13 Design Patent No. D564,570 entitled "Sunglass" (hereinafter "the '570 patent"). A  
14 true and correct copy of the '570 patent is attached hereto as Exhibit 2. The '570  
15 patent was duly and lawfully issued on March 18, 2008 and is presently valid and in  
16 full effect.

17 26. Upon information and belief, Defendants have been and are infringing  
18 the '570 patent within this district and elsewhere in the United States by making,  
19 using, selling, importing, distributing and/or offering for sale products that infringe  
20 the claims of the '570 patent.

21 27. Upon information and belief, by the acts of patent infringement herein  
22 complained of, the Defendants have made substantial profits to which they are not  
23 equitably entitled.

24 28. By reason of the aforementioned acts of the Defendants, the Plaintiff has  
25 suffered great detriment in a sum which exceeds this Court's jurisdictional amount,  
26 but which cannot be ascertained at this time.

27 29. Upon information and belief, Defendants continue to infringe Plaintiff's  
28 '570 patent, and will continue to infringe Plaintiff's '570 patent, and will continue to

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1 infringe Plaintiff's patents-in-suit to Plaintiff's irreparable harm, unless enjoined by  
2 this Court.

3 30. Upon information and belief, Defendants' were aware of the patents-in-  
4 suit and the past and continuing infringement of the '570 patent by Defendants are  
5 willful, entitling Plaintiff to enhanced damages.

### 6 **THIRD CLAIM FOR RELIEF**

#### 7 **(Patent Infringement of U.S. Patent No. D557,731)**

8 31. Plaintiff realleges and repeats the allegations of paragraphs 1-30 above.

9 32. Plaintiff is the owner of all right, title and interest in and to United States  
10 Design Patent No. D557,730 entitled "Sunglass" (hereinafter "the '730 patent"). A  
11 true and correct copy of the '730 patent is attached hereto as Exhibit 3. The '730  
12 patent was duly and lawfully issued on December 18, 2007 and is presently valid and  
13 in full effect.

14 33. Upon information and belief, Defendants have been and are infringing  
15 the '730 patent within this district and elsewhere in the United States by making,  
16 using, selling, importing, distributing and/or offering for sale products that infringe  
17 the claims of the '730 patent.

18 34. Upon information and belief, by the acts of patent infringement herein  
19 complained of, the Defendants have made substantial profits to which they are not  
20 equitably entitled.

21 35. By reason of the aforementioned acts of the Defendants, the Plaintiff has  
22 suffered great detriment in a sum which exceeds this Court's jurisdictional amount,  
23 but which cannot be ascertained at this time.

24 36. Upon information and belief, Defendants continue to infringe Plaintiff's  
25 '730 patent, and will continue to infringe Plaintiff's '730 patent, and will continue to  
26 infringe Plaintiff's patents-in-suit to Plaintiff's irreparable harm, unless enjoined by  
27 this Court.

28 37. Upon information and belief, Defendants' were aware of the patents-in-

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suit and the past and continuing infringement of the '730 patent by Defendants are willful, entitling Plaintiff to enhanced damages.

### **PRAYER FOR RELIEF**

WHEREFORE, Plaintiff prays for judgment against the Defendants as follows:

- A. A judgment that Defendants have infringed the patents-in-suit.
- B. A judgment that Defendants' infringement of the patents-in-suit have been willful.
- C. A preliminary and permanent injunction, pursuant to 35 U.S.C. §283, enjoining Defendants, and all persons in active concert or participation with them, from any further acts of infringement of the patents-in-suit.
- D. An order, pursuant to 35 U.S.C. §284, awarding Plaintiff damages adequate to compensate Plaintiff for Defendants' infringement of the patents-in-suit, in an amount to be determined at trial, but in no event less than a reasonable royalty.
- E. An order, pursuant to 35 U.S.C. §284, trebling all damages awarded to Plaintiff based on Defendants' willful infringement of the patents-in-suit.
- F. An order, pursuant to 35 U.S.C. §285, finding that this is an exceptional case and awarding to Plaintiff its reasonable attorneys' fees incurred in this action.
- G. That Plaintiff have such other and further relief that the court may deem just and proper.

Dated: August 15, 2008

STETINA BRUNDA GARRED & BRUCKER

By: 

Kit M. Stetina  
Attorneys for Plaintiff  
SPY OPTIC, INC.

**DEMAND FOR JURY TRIAL**

Plaintiff, Spy Optic, Inc., hereby demands a jury trial in this action.

Dated: August 15, 2008

STETINA BRUNDA GARRED & BRUCKER

By: 

Kit M. Stetina

Attorneys for Plaintiff

SPY OPTIC, INC.

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US00D534573S

(12) **United States Design Patent** (10) **Patent No.:** **US D534,573 S**  
**Mage** (45) **Date of Patent:** **\*\* Jan. 2, 2007**

(54) **SUNGLASS**(75) **Inventor:** **Jerome J. M. Mage**, Beverly Hills, CA (US)(73) **Assignee:** **Spy Optics, Inc.**, Carlsbad, CA (US)(\*\*) **Term:** **14 Years**(21) **Appl. No.:** **29/234,271**(22) **Filed:** **Jul. 15, 2005**(51) **LOC (8) Cl.** ..... **16-06**(52) **U.S. Cl.** ..... **D16/326; D16/335**

(58) **Field of Classification Search** ..... **D16/300-330,**  
**D16/101, 332-338; D29/109-110; D24/110.2;**  
**351/41, 44, 51-52, 62, 158, 92, 103-111,**  
**351/130, 61, 114-119, 121-123; 2/426-432,**  
**2/447-449, 441, 434-437**

See application file for complete search history.

(56)

**References Cited****U.S. PATENT DOCUMENTS**

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D220,291 S \* 3/1971 Simon ..... D16/320  
D410,022 S \* 5/1999 Conway ..... D16/327

D420,035 S \* 2/2000 Hartman ..... D16/325  
D434,789 S \* 12/2000 Lane ..... D16/337  
D456,038 S \* 4/2002 Arnette ..... D16/326  
D488,499 S \* 4/2004 Mage ..... D16/326  
D500,781 S \* 1/2005 Mage ..... D16/335

\* cited by examiner

*Primary Examiner*—Raphael Barkai(74) *Attorney, Agent, or Firm*—Stetina Brunda Garred & Brucker(57) **CLAIM**

The ornamental design for a sunglass, as shown and described.

**DESCRIPTION**

FIG. 1 is a front perspective view of the sunglass of the present invention showing my new design with the broken lines forming no part of the claimed design;

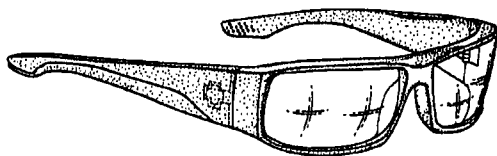
FIG. 2 is a front elevational view thereof;

FIG. 3 is left side elevational view thereof with the broken lines forming no part of the claimed design;

FIG. 4 is rear plan view thereof;

FIG. 5 is a top plan view thereof; and,

FIG. 6 is bottom plan view thereof.

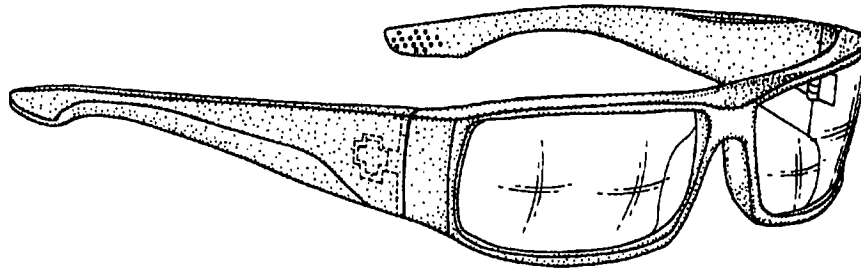
**1 Claim, 2 Drawing Sheets**

U.S. Patent

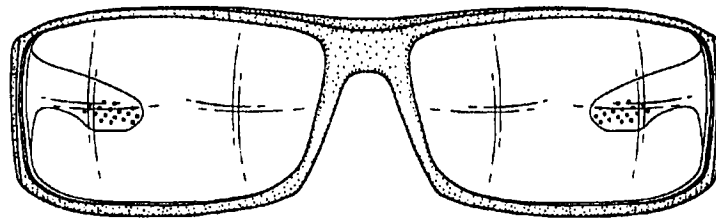
Jan. 2, 2007

Sheet 1 of 2

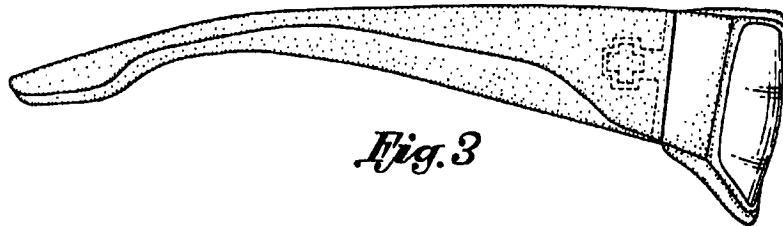
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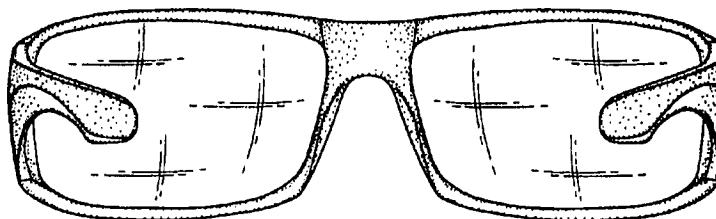
*Fig. 1*



*Fig. 2*



*Fig. 3*



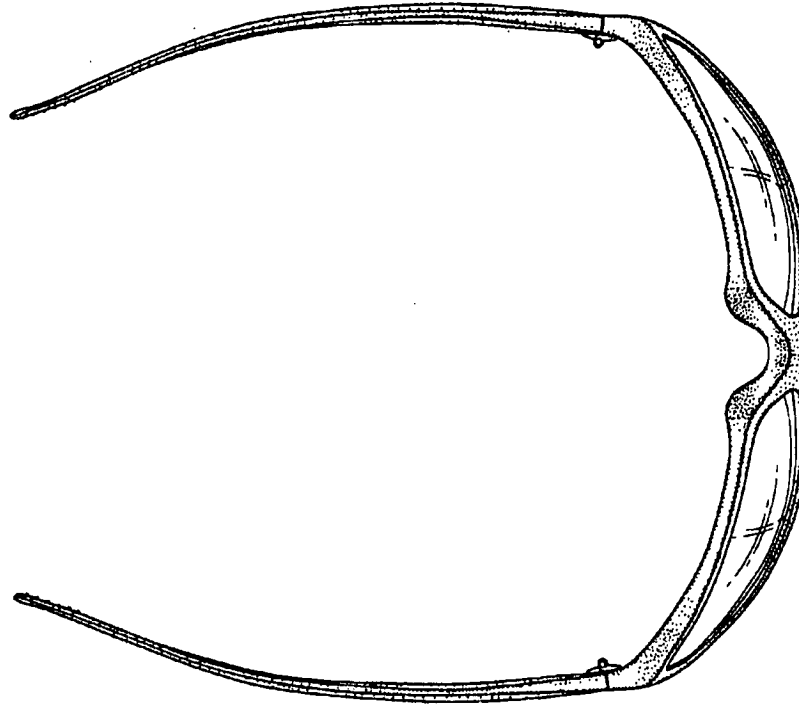
*Fig. 4*

U.S. Patent

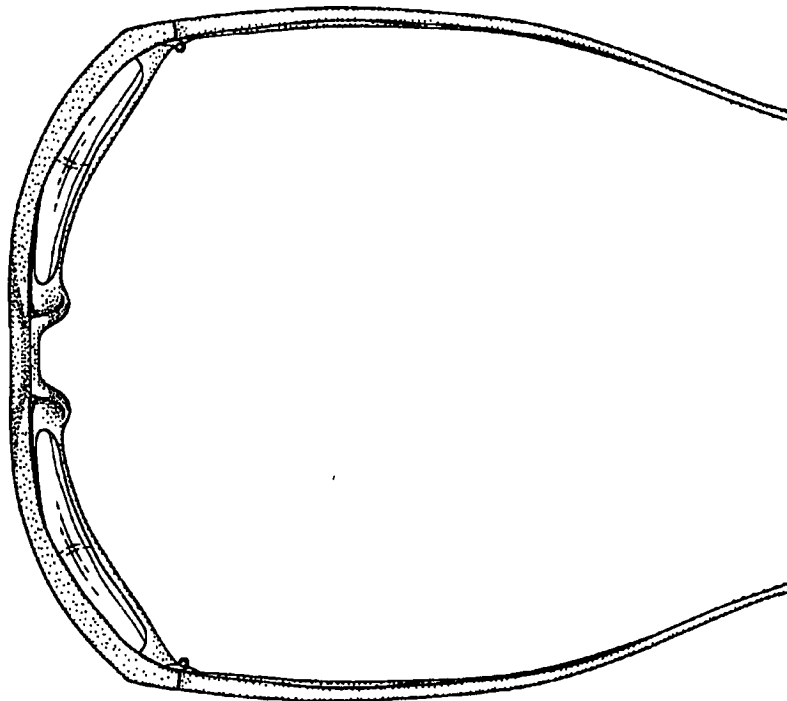
Jan. 2, 2007

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*Fig. 6*



*Fig. 5*





US00D564570S

(12) **United States Design Patent**  
**Mage**(10) **Patent No.:** **US D564,570 S**(45) **Date of Patent:** **\*\* Mar. 18, 2008**(54) **SUNGLASS**(75) **Inventor:** **Jerome J. M. Mage**, Los Angeles, CA (US)(73) **Assignee:** **Spy Optic, Inc.**, Carlsbad, CA (US)(\*\*) **Term:** **14 Years**(21) **Appl. No.:** **29/288,390**(22) **Filed:** **Jun. 8, 2007**(51) **LOC (8) Cl.** ..... **16-06**(52) **U.S. Cl.** ..... **D16/325; D16/335**(58) **Field of Classification Search** ..... **D16/300-330, D16/101, 332-338; D29/109-110; D24/110.2; 351/41, 44, 51-52, 62, 158, 92, 103-111, 351/156, 61, 114-119, 121-123; 2/426-432, 2/447-449, 441, 434-437**

See application file for complete search history.

(56) **References Cited****U.S. PATENT DOCUMENTS**

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 D336,097 S \* 6/1993 Wiedner ..... D16/324  
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 D420,035 S \* 2/2000 Hartman ..... D16/325  
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 D534,573 S \* 1/2007 Mage ..... D16/335  
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 D543,573 S \* 5/2007 Chuang ..... D16/323  
 D547,794 S \* 7/2007 Jannard et al. .... D16/326  
 D548,269 S \* 8/2007 Baden et al. .... D16/313  
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 D552,154 S \* 10/2007 Arnette ..... D16/326  
 D552,665 S \* 10/2007 Mage ..... D16/335  
 D553,176 S \* 10/2007 Yee et al. .... D16/335  
 D554,689 S \* 11/2007 Jannard et al. .... D16/326

\* cited by examiner

*Primary Examiner*—Raphael Barkai(74) *Attorney, Agent, or Firm*—Stetina Brunda Garred & Brucker(57) **CLAIM**

The ornamental design for a sunglass, as shown and described.

**DESCRIPTION**

FIG. 1 is a front top perspective view of the sunglass of the present invention showing my new design;

FIG. 2 is a front elevational view thereof;

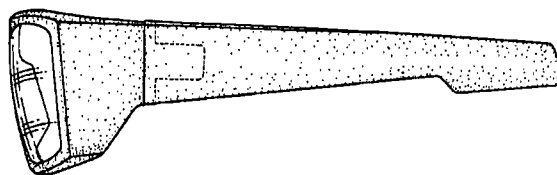
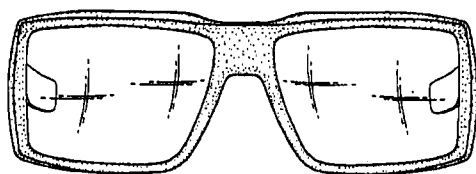
FIG. 3 is a right side view thereof;

FIG. 4 is a rear elevational view thereof;

FIG. 5 is a bottom plan view thereof; and,

FIG. 6 is a top plan view thereof.

The broken lines shown in FIG. 3 are for illustrative purposes only and form no part of the claimed design.

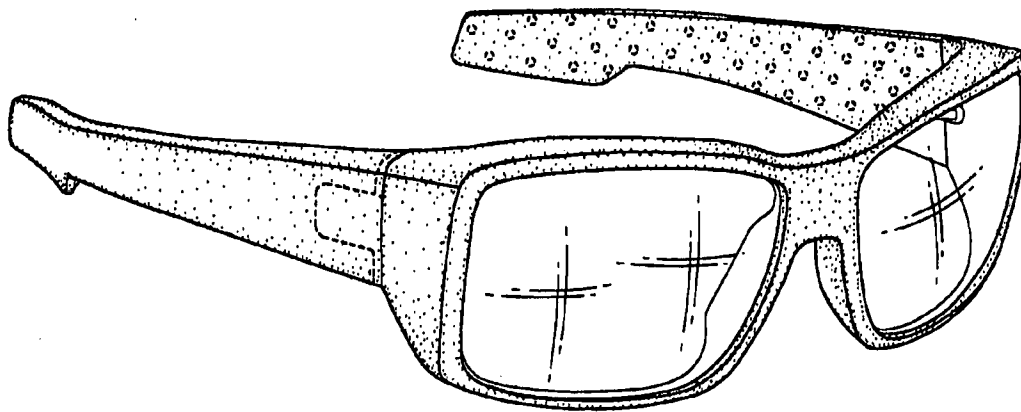
**1 Claim, 2 Drawing Sheets**

U.S. Patent

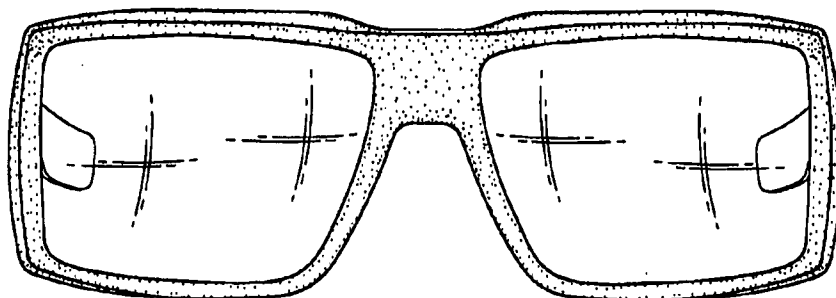
Mar. 18, 2008

Sheet 1 of 2

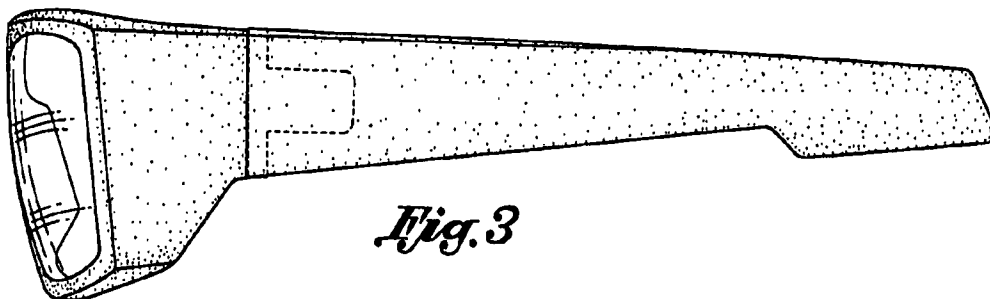
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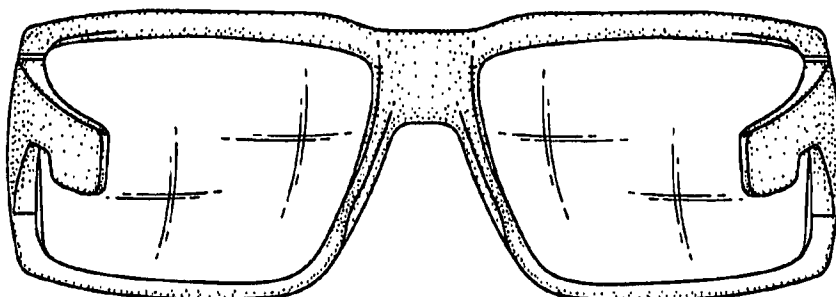
*Fig. 1*



*Fig. 2*



*Fig. 3*



*Fig. 4*

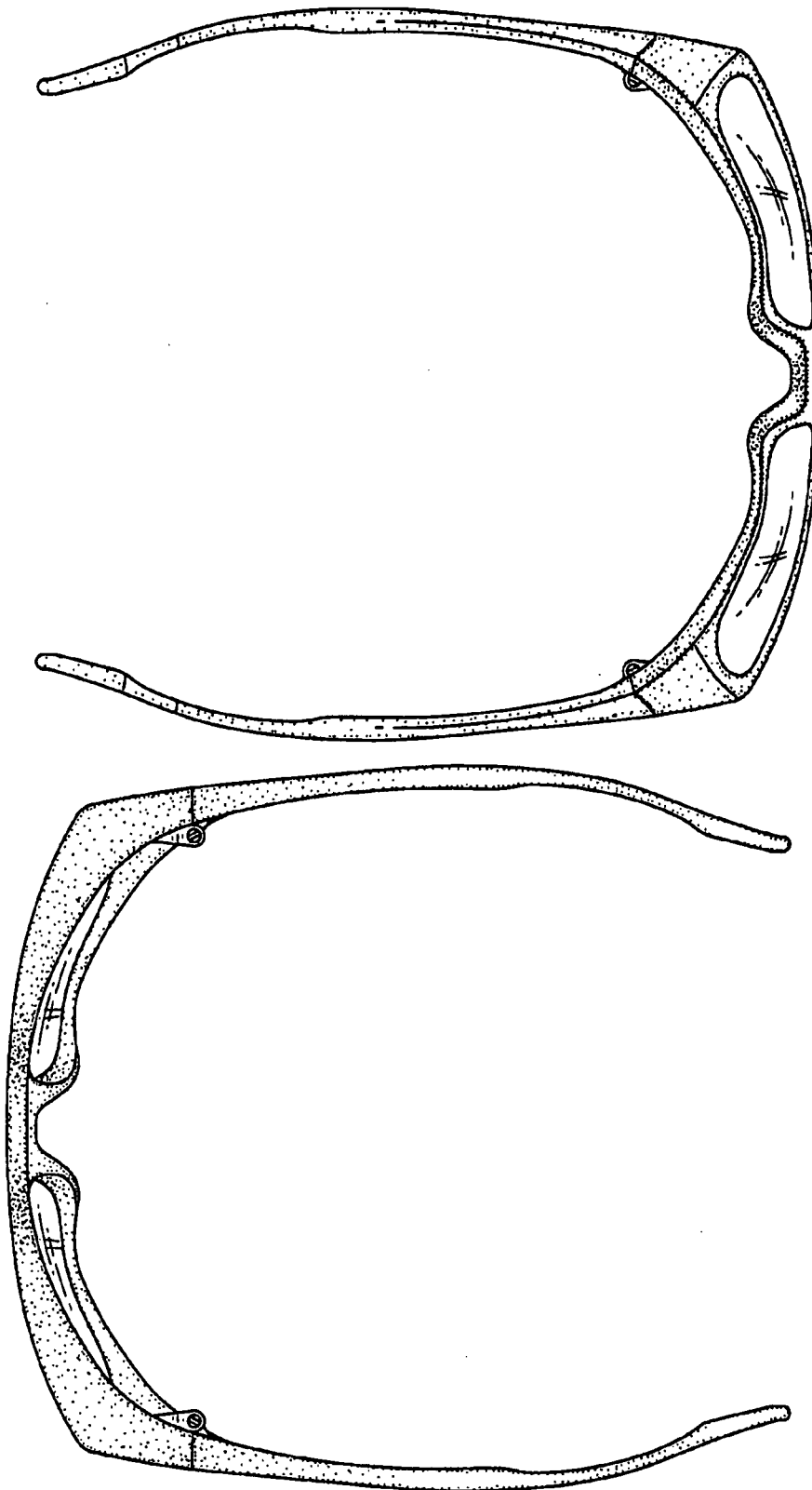


U.S. Patent

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*Fig. 6*

*Fig. 5*





US00D557730S

(12) **United States Design Patent** (10) **Patent No.:** **US D557,730 S**  
**Mage** (45) **Date of Patent:** **\*\* Dec. 18, 2007**

(54) **SUNGLASS**(75) **Inventor:** **Jerome J. M. Mage, Beverly Hills, CA (US)**(73) **Assignee:** **Spy Optic, Inc., Carlsbad, CA (US)**(\*\*) **Term:** **14 Years**(21) **Appl. No.:** **29/267,913**(22) **Filed:** **Oct. 25, 2006**(51) **LOC (8) Cl.** ..... **16-06**(52) **U.S. Cl.** ..... **D16/326; D16/335**

(58) **Field of Classification Search** ..... **D16/300-330,**  
**D16/101, 332-338; D29/109-110; D24/110.2;**  
**351/41, 44, 51-52, 62, 158, 92, 103-111,**  
**351/156, 61, 114-119, 121-123; 2/426-432,**  
**2/447-449, 441, 434-437**

See application file for complete search history.

(56) **References Cited****U.S. PATENT DOCUMENTS**

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D488,499 S \* 4/2004 Mage ..... D16/326

D500,781 S \* 1/2005 Mage ..... D16/326

D532,033 S \* 11/2006 Mangum ..... D16/323

D534,573 S \* 1/2007 Mage ..... D16/335

D539,830 S \* 4/2007 Saderholm et al. .... D16/326

\* cited by examiner

*Primary Examiner*—Raphael Barkai(74) *Attorney, Agent, or Firm*—Stentina Brunda Garred & Brucker(57) **CLAIM**

The ornamental design for a sunglass, as shown and described.

**DESCRIPTION**

FIG. 1 is a front perspective view of the sunglass of the present invention showing my new design;

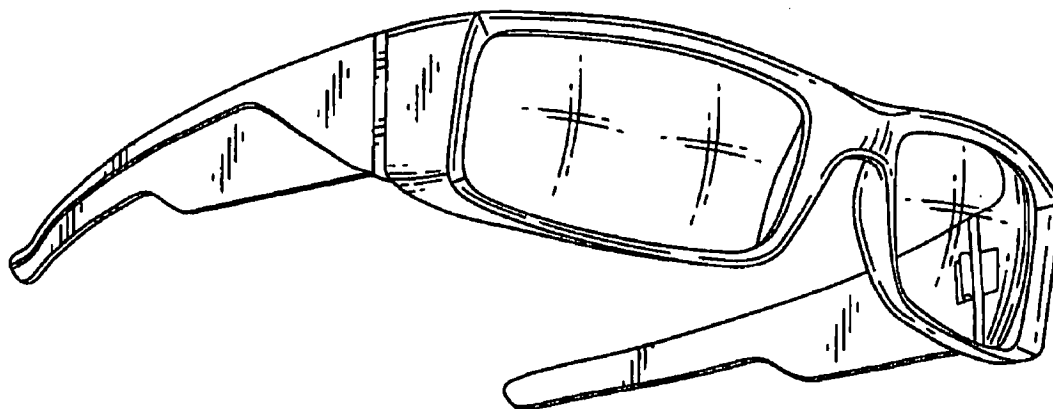
FIG. 2 is a front elevational view thereof;

FIG. 3 is a side elevational view thereof;

FIG. 4 is a rear elevational view thereof;

FIG. 5 is a top plan view thereof; and,

FIG. 6 is a bottom plan view thereof.

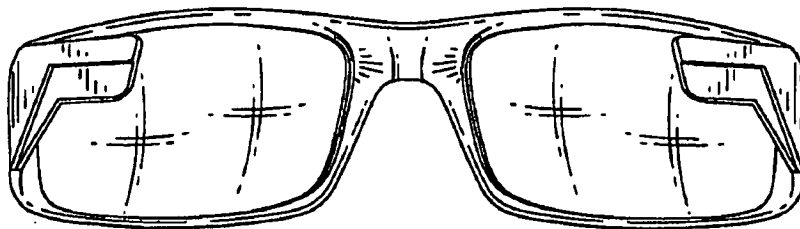
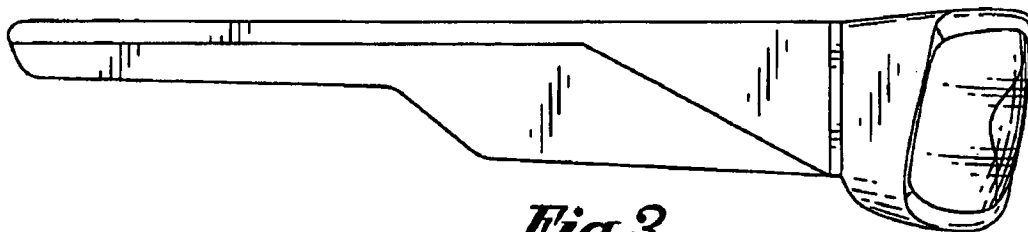
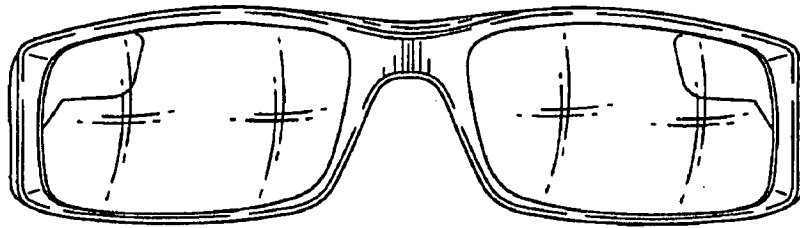
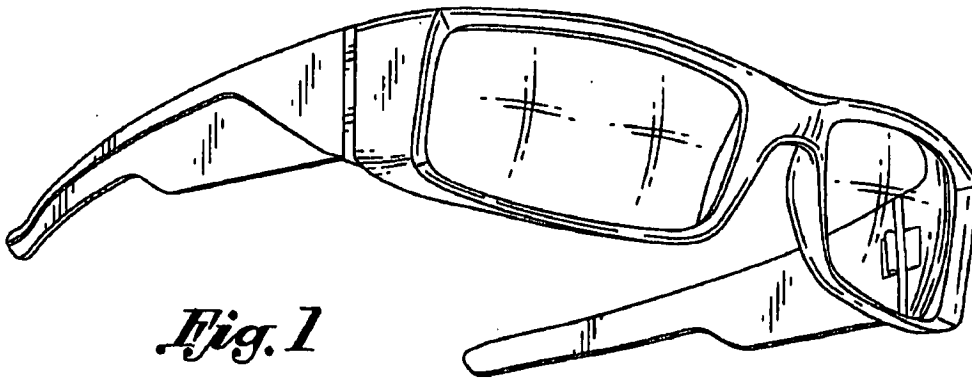
**1 Claim, 2 Drawing Sheets**

U.S. Patent

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Sheet 1 of 2

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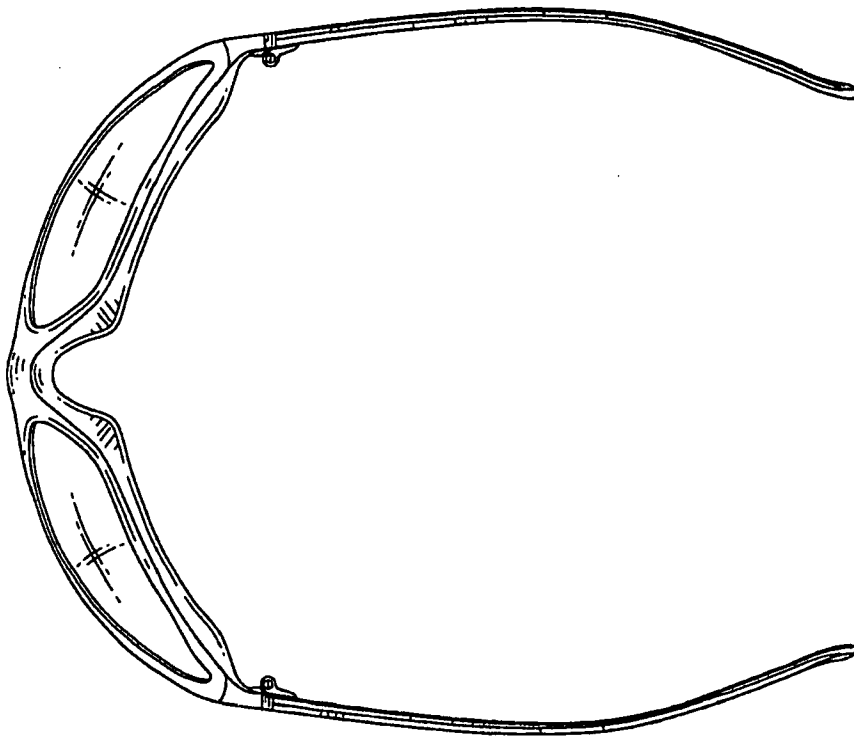


U.S. Patent

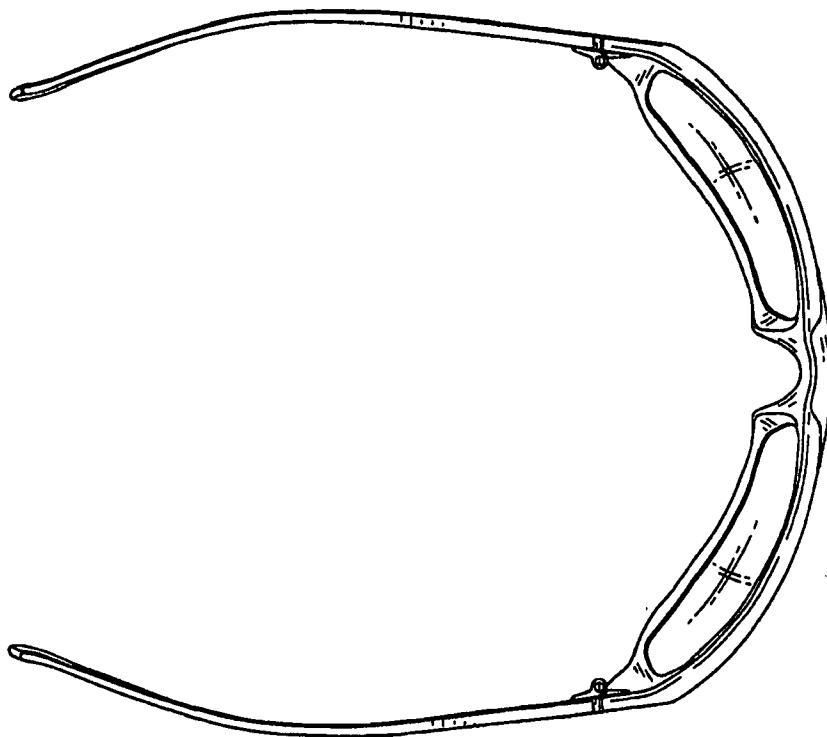
Dec. 18, 2007

Sheet 2 of 2

US D557,730 S



*Fig. 6*



*Fig. 5*

Exhibit 3 Page 3 of 3



LAW OFFICES

**Stetina Brunda Garred & Brucker**A PROFESSIONAL CORPORATION  
PATENT, TRADEMARK, COPYRIGHT AND UNFAIR COMPETITION CAUSES75 ENTERPRISE, SUITE 250  
ALISO VIEJO, CALIFORNIA 92656KIT M. STETINA  
BRUCE B. BRUNDA  
WILLIAM J. BRUCKER  
MARK B. GARRED  
MATTHEW A. NEWBOLES  
ERIC L. TANEZAKI  
LOWELL ANDERSON  
JAMES C. YANGSHUNSUKE S. SUMITANI  
STEPHEN Z. VEGH  
BENJAMIN N. DIEDERICH  
MICHAEL J. ZINGALE  
AMICHAJ KOTEVGAURAV K. MOHINDRA †  
ABIGAIL M. COTTON †TELEPHONE (949) 855-1246  
FACSIMILE I (949) 855-6371  
FACSIMILE II (949) 716-8197

www.stetinalaw.com

Writer's Direct E-mail:  
kstetina@stetinalaw.com

June 2, 2008

**THIS MATTER REQUIRES YOUR IMMEDIATE ATTENTION****VIA CERTIFIED MAIL R.R.R. AND U.S. MAIL**

No.: 7002 2410 0007 9124 1297

James W. Y. Chen  
Jay-Y Enterprise Co., Inc.  
632 New York Dr.  
Pomona, CA 91768RE: *Spy Optic, Inc. v. Jay-Y Enterprise Co., Inc.*  
Patent Infringement  
Our Ref.: SPYNO-000

Dear Mr. Chen:

Please be advised that our firm represents Spy Optic, Inc. of Carlsbad, California in patent, trademark, copyright and unfair competition matters. Spy Optic, Inc. is the originator and manufacturer of unique sunglass products. Due to the uniqueness of our client's sunglass products, our client has obtained numerous United States Patents for its sunglass products, including, U.S. Patent No. D564,570. We are enclosing a copy of our client's patent for your review.

It has recently come to our client's attention that your company is manufacturing, marketing and/or selling sunglass products which fall within the claim of our client's above-identified patent. Specifically, your product identified as the "Biohazard® Money Short 6656". We are attaching a photograph of your product for your reference. As you probably know, under United States law, a patent owner is given the exclusive rights to manufacture, use, sell or import the claimed invention in the United States. Additionally, Title 35 of the United States Code provides monetary damages and preliminary and permanent injunctive relief for acts of patent infringement. Further, if such infringement is determined by a court to be willful, such damages can be trebled.

† PATENT AGENT

18

Exhibit 4 Page 1 of 5



*Stetina Brunda Garred & Brucker*

June 2, 2008

Page 2

Accordingly, we must demand on behalf of our client that your company immediately cease and desist from all further sales, distribution and/or importation of infringing products, and immediately recall any such products that have already been distributed. Further, to the extent that your company has the infringing products manufactured by a third party, Spy Optic, Inc. requests identification of that third party or supplier. Also Spy Optic, Inc. demands an accounting of all such infringing products sold to date, together with copies of all invoices for such products, along with an indication of the amount remaining in inventory.

Due to the importance of this matter, Spy Optic, Inc. requests a response within **fourteen (14) days** of the date of mailing of this letter.

This letter is not intended to be a full statement of the facts in this matter, nor is it a waiver of any of our client's rights or remedies, whether at law or equity, or those of any respective parties, all of which are hereby expressly reserved.

Very truly yours,

Stetina Brunda Garred & Brucker



Kit M. Stetina

KMS/th

Encls.

Cc: Spy Optic, Inc.

T:\Client Documents\SPYNO\000\C&D.Jay-Y Enterprise.05 30 08.doc

LAW OFFICES

**Stetina Brunda Garred & Brucker**A PROFESSIONAL CORPORATION  
PATENT, TRADEMARK, COPYRIGHT AND UNFAIR COMPETITION CAUSES75 ENTERPRISE, SUITE 250  
ALISO VIEJO, CALIFORNIA 92656KIT M. STETINA  
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www.stetinalaw.comWriter's Direct E-mail:  
kstetina@stetinalaw.comSHUNSUKE S. SUMITANI  
STEPHEN Z. VEGH  
BENJAMIN N. DIEDERICH  
MICHAEL J. ZINGALE  
AMICHAI KOTEVGAURAV K. MOHINDRA †  
ABIGAIL M. COTTON †

June 2, 2008

**THIS MATTER REQUIRES YOUR IMMEDIATE ATTENTION****VIA CERTIFIED MAIL R.R.R. AND U.S. MAIL**

No.: 7002 2410 0007 9124 1303

7-Eleven, Inc.  
1722 Routh Street, Suite 1000  
Dallas, TX 75201RE: *Spy Optic, Inc. v. 7-Eleven, Inc.*  
Patent Infringement  
Our Ref.: SPYNO-000

Dear Sir/Madam:

Please be advised that our firm represents Spy Optic, Inc. of Carlsbad, California in patent, trademark, copyright and unfair competition matters. Spy Optic, Inc. is the originator and manufacturer of unique sunglass products. Due to the uniqueness of our client's sunglass products, our client has obtained numerous United States Patents for its sunglass products, including, U.S. Patent No. D564,570. We are enclosing a copy of our client's patent for your review.

It has recently come to our client's attention that your company is manufacturing, marketing and/or selling sunglass products which fall within the claim of our client's above-identified patent. Specifically, your product identified as the "Biohazard® Money Short 6656". We are attaching a photograph of your product for your reference as well as a copy of the receipt with the SKU number. As you probably know, under United States law, a patent owner is given the exclusive rights to manufacture, use, sell or import the claimed invention in the United States. Additionally, Title 35 of the United States Code provides monetary damages and preliminary and permanent injunctive relief for acts of patent infringement. Further, if such infringement is determined by a court to be willful, such damages can be trebled.

† PATENT AGENT

10

Exhibit 4 Page 3 of 5

*Stetina Brunda Garred & Brucker*

June 2, 2008  
Page 2

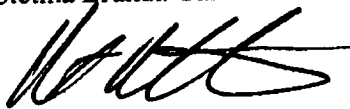
Accordingly, we must demand on behalf of our client that your company immediately cease and desist from all further sales, distribution and/or importation of infringing products, and immediately recall any such products that have already been distributed. Further, to the extent that your company has the infringing products manufactured by a third party, Spy Optic, Inc. requests identification of that third party or supplier. Also Spy Optic, Inc. demands an accounting of all such infringing products sold to date, together with copies of all invoices for such products, along with an indication of the amount remaining in inventory.

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This letter is not intended to be a full statement of the facts in this matter, nor is it a waiver of any of our client's rights or remedies, whether at law or equity, or those of any respective parties, all of which are hereby expressly reserved.

Very truly yours,

Stetina Brunda Garred & Brucker



Kit M. Stetina

KMS/th  
Encls.

Cc: Spy Optic, Inc.

T:\Client Documents\SPYNO\000\C&D.7-Eleven.05 30 08.doc

7-ELEVEN  
5802 VAN ALLEN WAY  
CARLSBAD CA 920087300  
7609311154  
STORE#: 32942  
THANKS FOR SHOPPING  
7-ELEVEN

1 00094119001966	9.99
SUBTOTAL	9.99
SALES TAX ON 9.99	0.77
TOTAL DUE	10.76
DEBIT	10.76

ACCT TYPE:

AUTH CODE: 0

APPROVAL TIME: 140403

FIG/Honor

STORE#: 32942

TERM#: 00073294201 08

TERM SEQ#: 993766

REF#: 95000 00 000 1



APPROVED

CUSTOMER AGREES TO PAY THE ABOVE  
TOTAL AMOUNT ACCORDING TO THE CARD  
HOLDERS AGREEMENT

TRY ONE OF NEW CHICKEN  
BITES

1#01 OP13 TRN1450 08/04/21 02:04 pm




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Keywords:

☒ at least one word must match  
☐ all words must match



**Search Results:**

showing 1-1 of 1 Page **1** of 1 | previous | next

Image	Sku	Description	Price	Quantity
			Inventory On Hand 0	
			1-9	
			<b>Price: DOZEN \$33.00</b>	
			10-24	
			<b>DOZEN \$31.00</b>	
		25-49		
	8BZ6656 <u>8BZ6656</u>	BIOHAZARD	<b>DOZEN \$29.00</b>	<b>OUT OF STOCK</b>
			50-99	
			<b>DOZEN \$27.00</b>	
			100+	
			<b>DOZEN \$25.00</b>	

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Keywords:

☒ at least one word must match  
☐ all words must match



**Search Results:**

showing 1-2 of 2 Page **1** of 1 | previous | next

Image	Sku	Description	Price	Quantity
	8BZ6645/MIX	<u>8BZ6645/MIX</u> BIOHAZARD	Inventory On Hand 0 1-9	Price: DOZEN <b>\$33.00</b>
			10-24 DOZEN <b>\$31.00</b>	
			25-49 DOZEN <b>\$29.00</b>	<b>OUT OF STOCK</b>
			50-99 DOZEN <b>\$27.00</b>	
			100+ DOZEN <b>\$25.00</b>	
	PZ/BZ6645	<u>PZ/BZ6645</u> POLARIZED BIOHAZARD	Inventory On Hand 204 1-9	Price: DOZEN <b>\$47.00</b>
			10-24 DOZEN <b>\$45.00</b>	
			25-49 DOZEN <b>\$43.00</b>	Qty: <input style="width: 50px;" type="text"/> DOZEN
			50-99 DOZEN <b>\$41.00</b>	
			100+ DOZEN <b>\$39.00</b>	

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Keywords: 9018

☒ at least one word must match  
☐ all words must match



**Search Results:**

showing 1-1 of 1

Page 1 of 1 | [previous](#) | [next](#)

Image	SKU	Description	Price	Quantity
	8LOC9018 8LOC9018 LOC5		Inventory On Hand 0	
			1-9	
			<b>Price: DOZEN \$34.00</b>	
			10-24	
			<b>DOZEN \$32.00</b>	
			25-49	
			<b>DOZEN \$30.00</b>	<b>OUT OF STOCK</b>
			50-99	
			<b>DOZEN \$28.00</b>	
			100+	
			<b>DOZEN \$26.00</b>	

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Keywords:

☒ at least one word must match  
☐ all words must match

**Search Results:**

showing 1-2 of 2 Page 1 of 1 | previous | next

Image	Sku	Description	Price	Quantity
	8BZ6636/MIX <u>8BZ6636/MIX</u>	BIOHAZARD	Inventory On Hand 0	
			1-9	
			<b>Price: DOZEN \$34.00</b>	
			10-24	
			DOZEN <b>\$32.00</b>	
	PZ/BZ6636 <u>PZ/BZ6636</u>	POLARIZED BIOHAZARD	25-49	
			DOZEN <b>\$30.00</b>	<b>OUT OF STOCK</b>
			50-99	
			DOZEN <b>\$28.00</b>	
			100+	
			Inventory On Hand 44	
			1-9	
			<b>Price: DOZEN \$45.00</b>	
			10-24	
			DOZEN <b>\$43.00</b>	
			25-49	
			DOZEN <b>\$41.00</b>	Qty: <input style="width: 50px;" type="text"/> DOZEN
			50-99	
			DOZEN <b>\$39.00</b>	
			100+	
			DOZEN <b>\$37.00</b>	

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AO 120 (Rev. 3/04)

<b>TO:</b> <b>Mail Stop 8</b> <b>Director of the U.S. Patent and Trademark Office</b> <b>P.O. Box 1450</b> <b>Alexandria, VA 22313-1450</b>	<b>REPORT ON THE</b> <b>FILING OR DETERMINATION OF AN</b> <b>ACTION REGARDING A PATENT OR</b> <b>TRADEMARK</b>
---	---

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Southern District of California on the following ☒ Patents or ☐ Trademarks:

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT Southern District of California
PLAINTIFF SPY OPTIC, INC., a California corporation		DEFENDANT JAY-Y ENTERPRISE CO., INC., a California corporation; 7-ELEVEN, INC., a Texas corporation; and DOES 1 through 5, inclusive
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 D534,573	1/2/2007	Spy Optics, Inc.
2 D564,570	3/18/2008	Spy Optic, Inc.
3 D557730	12/18/2007	Spy Optic, Inc.
4		
5		

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
2		
3		
4		
5		

In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT		
CLERK	(BY) DEPUTY CLERK	DATE

Copy 1—Upon initiation of action, mail this copy to Director    Copy 3—Upon termination of action, mail this copy to Director  
 Copy 2—Upon filing document adding patent(s), mail this copy to Director    Copy 4—Case file copy

**UNITED STATES  
DISTRICT COURT**  
SOUTHERN DISTRICT OF CALIFORNIA  
SAN DIEGO DIVISION

# 154124 - TC  
\* \* C O P Y \* \*  
August 18, 2008  
10:05:38

**Civ Fil Non-Pris**

USAO #: 08CV1508

Judge.: ROGER T BENITEZ

Amount.: \$350.00 CK

Check#: BC0065215

**Total-> \$350.00**

FROM: SPY OPTIC  
VS  
JAY-Y ENTERPRISE/7-ELEVEN

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON THE REVERSE OF THE FORM.)

**I. (a) PLAINTIFFS**

SPY OPTIC, INC., a California corporation

(b) County of Residence of First Listed Plaintiff San Diego  
(EXCEPT IN U.S. PLAINTIFF CASES)

(c) Attorney's (Firm Name, Address, and Telephone Number)

Kit M. Stetina/Stetina Brunda Garred & Brucker (949) 855 1246  
75 Enterprise Suite 250, Alice Viejo, CA 92656

**II. BASIS OF JURISDICTION** (Place an "X" in One Box Only)

- ☐ 1 U.S. Government Plaintiff ☒ 3 Federal Question (U.S. Government Not a Party)
- ☐ 2 U.S. Government Defendant ☐ 4 Diversity (Indicate Citizenship of Parties in Item III)

**DEFENDANTS**

JAY-Y ENTERPRISE CO. INC., a California corporation;  
7-ELEVEN, INC., a Texas corporation; DOES 1-5

County of Residence of First Listed Defendant San Diego  
(IN U.S. PLAINTIFF CASES ONLY)

NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE LAND INVOLVED.

Attorneys (If Known)

BY: **08 CV 1508 BEN LSP**  
DEPUTY

**III. CITIZENSHIP OF PRINCIPAL PARTIES** (Place an "X" in One Box for Plaintiff and One Box for Defendant)

- |   |                            |                            |   |                            |                            |
|---|----------------------------|----------------------------|---|----------------------------|----------------------------|
|   | PTF                        | DEF                        |   | PTF                        | DEF                        |
| Citizen of This State                   | <input type="checkbox"/> 1 | <input type="checkbox"/> 1 | Incorporated or Principal Place of Business In This State     | <input type="checkbox"/> 4 | <input type="checkbox"/> 1 |
| Citizen of Another State                | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 | Incorporated and Principal Place of Business In Another State | <input type="checkbox"/> 5 | <input type="checkbox"/> 5 |
| Citizen or Subject of a Foreign Country | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 | Foreign Nation  | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 |

**IV. NATURE OF SUIT** (Place an "X" in One Box Only)

CONTRACT	TORTS	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES
<input type="checkbox"/> 110 Insurance <input type="checkbox"/> 120 Marine <input type="checkbox"/> 130 Miller Act <input type="checkbox"/> 140 Negotiable Instrument <input type="checkbox"/> 150 Recovery of Overpayment & Enforcement of Judgment <input type="checkbox"/> 151 Medicare Act <input type="checkbox"/> 152 Recovery of Defaulted Student Loans (Excl. Veterans) <input type="checkbox"/> 153 Recovery of Overpayment of Veteran's Benefits <input type="checkbox"/> 160 Stockholders' Suits <input type="checkbox"/> 190 Other Contract <input type="checkbox"/> 195 Contract Product Liability <input type="checkbox"/> 196 Franchise	<b>PERSONAL INJURY</b> <input type="checkbox"/> 310 Airplane <input type="checkbox"/> 315 Airplane Product Liability <input type="checkbox"/> 320 Assault, Libel & Slander <input type="checkbox"/> 330 Federal Employers' Liability <input type="checkbox"/> 340 Marine <input type="checkbox"/> 345 Marine Product Liability <input type="checkbox"/> 350 Motor Vehicle <input type="checkbox"/> 355 Motor Vehicle Product Liability <input type="checkbox"/> 360 Other Personal Injury  <b>PERSONAL PROPERTY</b> <input type="checkbox"/> 362 Personal Injury - Med. Malpractice <input type="checkbox"/> 365 Personal Injury - Product Liability <input type="checkbox"/> 368 Asbestos Personal Injury Product Liability <input type="checkbox"/> 370 Other Fraud <input type="checkbox"/> 371 Truth in Lending <input type="checkbox"/> 380 Other Personal Property Damage <input type="checkbox"/> 385 Property Damage Product Liability	<input type="checkbox"/> 610 Agriculture <input type="checkbox"/> 620 Other Food & Drug <input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881 <input type="checkbox"/> 630 Liquor Laws <input type="checkbox"/> 640 R.R. & Truck <input type="checkbox"/> 650 Airline Regs. <input type="checkbox"/> 660 Occupational Safety/Health <input type="checkbox"/> 690 Other	<input type="checkbox"/> 422 Appeal 28 USC 158 <input type="checkbox"/> 423 Withdrawal 28 USC 157  <b>PROPERTY RIGHTS</b> <input type="checkbox"/> 820 Copyrights <input checked="" type="checkbox"/> 830 Patent <input type="checkbox"/> 840 Trademark  <b>LABOR</b> <input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/Mgmt. Relations <input type="checkbox"/> 730 Labor/Mgmt. Reporting & Disclosure Act <input type="checkbox"/> 740 Railway Labor Act <input type="checkbox"/> 790 Other Labor Litigation <input type="checkbox"/> 791 Empl. Ret. Inc. Security Act	<input type="checkbox"/> 400 State Reapportionment <input type="checkbox"/> 410 Antitrust <input type="checkbox"/> 430 Banks and Banking <input type="checkbox"/> 450 Commerce <input type="checkbox"/> 460 Deportation <input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations <input type="checkbox"/> 480 Consumer Credit <input type="checkbox"/> 490 Cable/Sat TV <input type="checkbox"/> 810 Selective Service <input type="checkbox"/> 850 Securities/Commodities/Exchange <input type="checkbox"/> 875 Customer Challenge 12 USC 3410 <input type="checkbox"/> 890 Other Statutory Actions <input type="checkbox"/> 891 Agricultural Acts <input type="checkbox"/> 892 Economic Stabilization Act <input type="checkbox"/> 893 Environmental Matters <input type="checkbox"/> 894 Energy Allocation Act <input type="checkbox"/> 895 Freedom of Information Act <input type="checkbox"/> 900 Appeal of Fee Determination Under Equal Access to Justice <input type="checkbox"/> 950 Constitutionality of State Statutes
<b>REAL PROPERTY</b> <input type="checkbox"/> 210 Land Condemnation <input type="checkbox"/> 220 Foreclosure <input type="checkbox"/> 230 Rent Lease & Ejectment <input type="checkbox"/> 240 Torts to Land <input type="checkbox"/> 245 Tort Product Liability <input type="checkbox"/> 290 All Other Real Property	<b>CIVIL RIGHTS</b> <input type="checkbox"/> 441 Voting <input type="checkbox"/> 442 Employment <input type="checkbox"/> 443 Housing/Accommodations <input type="checkbox"/> 444 Welfare <input type="checkbox"/> 445 Amer. w/Disabilities - Employment <input type="checkbox"/> 446 Amer. w/Disabilities - Other <input type="checkbox"/> 440 Other Civil Rights	<b>PRISONER PETITIONS</b> <input type="checkbox"/> 510 Motions to Vacate Sentence <b>Habeas Corpus:</b> <input type="checkbox"/> 530 General <input type="checkbox"/> 535 Death Penalty <input type="checkbox"/> 540 Mandamus & Other <input type="checkbox"/> 550 Civil Rights <input type="checkbox"/> 555 Prison Condition	<b>SOCIAL SECURITY</b> <input type="checkbox"/> 861 HIA (1395ff) <input type="checkbox"/> 862 Black Lung (923) <input type="checkbox"/> 863 DIWC/DIWW (405(g)) <input type="checkbox"/> 864 SSID Title XVI <input type="checkbox"/> 865 RSI (405(g))  <b>FEDERAL TAX SUITS</b> <input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant) <input type="checkbox"/> 871 IRS—Third Party 26 USC 7609	

**V. ORIGIN**

(Place an "X" in One Box Only)

- ☒ 1 Original Proceeding ☐ 2 Removed from State Court ☐ 3 Remanded from Appellate Court ☐ 4 Reinstated or Reopened ☐ 5 Transferred from another district (specify) ☐ 6 Multidistrict Litigation ☐ 7 Appeal to District Judge from Magistrate Judgment

**VI. CAUSE OF ACTION**

Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity):

35 USC §§1 et seq.

Brief description of cause:

Patent Infringement**VII. REQUESTED IN COMPLAINT:**

☐ CHECK IF THIS IS A CLASS ACTION UNDER F.R.C.P. 23

DEMAND \$  
proof at trial

CHECK YES only if demanded in complaint:  
JURY DEMAND: ☒ Yes ☐ No

**VIII. RELATED CASE(S) IF ANY**

(See instructions):

JUDGE Irma E. GonzalezDOCKET NUMBER 08cv0384

DATE

SIGNATURE OF ATTORNEY OF RECORD

FOR OFFICE USE ONLY

RECEIPT # 154124

AMOUNT

\$350

APPLYING IFP

JUDGE

MAG. JUDGE

CR